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STATE OF NEW JERSEY
DEPARTMENT OF LAW AND PUBLIC SAFETY
DIVISION OF CONSUMER AFFAIRS
BOARD OF VETERINARY MEDICAL EXAMINERS

In the Matter of).	7 dminiator time 7 milion
SIREL REELE, D.V.M.)	Administrative Action
)	FINAL ORDER

This matter was commenced by service of a Uniform Penalty Letter dated June 30, 1981, on Respondent, Sirel Reele, at the Roselle Park Animal Hospital, 422 East Westfield Avenue, Roselle Park, New Jersey 07204.

The letter alleged that Respondent had violated N.J.S.A. 45:1-21(h) in that he had placed an advertisement for his practice in a circular without his name and professional degree, contrary to Board regulation N.J.A.C. 13:44-2.11(b). On July 8, 1981, Respondent requested additional time to respond. The Board considered that request at its July 22 meeting and, since Respondent still had not replied to the charges, denied it. Respondent did not reply to the letter.

A second Uniform Penalty Letter repeating the allegations of the first was served on Respondent on December 12, 1981. Respondent requested further information on December 21, 1981, and that day, a copy of the advertisement in question was mailed to him. Respondent failed to reply to the charges.

The Board reviewed this matter on January 27, 1982. Since Respondent has not replied to either Uniform Penalty Letter, pursuant to the notice contained therein, the allegations are deemed admitted. The Board therefore finds that Respondent placed an advertisement for his practice in a circular without his name and professional degree in contravention of N.J.A.C. 13:44-2.11(b) and thereby violated N.J.S.A. 45:1-21(h).

Therefore, it is on this 1/1 day of $1/2\sqrt{1}$, 1982, ORDERED that

- 1. Respondent, Sirel Reele, D.V.M. shall within ten (10) days pay a civil penalty of \$25.00 by means of a certified check or money order payable to the State of New Jersey and submitted to this Board.
- 2. Respondent shall immediately cease and desist from placing advertisements for his practice which do not contain his name and professional degree.

DAVID EISENBERG

PRESIDENT

BOARD OF VETERINARY MEDICAL EXAMINERS